

Amendment to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in the application:

1. (Currently Amended) A system for immersive advertising comprising:

a computer including: [[an]] advertising information sequence stored in a memory, said sequence comprising a plurality of ~~single-frame~~ primary image models which primary image models are partial images that include locations and places that are filled in within the image models; and an image database, said database comprising a plurality of fill images which are selected to fill in said locations and places within the image models; and a graphical user interface in communication with the computer, said graphical user interface enabling a user to configure said advertising sequence by selecting an image model, and by customizing said image model by filling in said image model using only selected fill images from said image database filled into said primary image model, wherein said graphical user interface allows the user [[may]] to select one or more fill images to be displayed within said ~~single-frame~~ primary image models.

2. (Currently Amended)The system for immersive advertising as claimed in claim 1 further comprising a display subsystem operating to present ~~means for presenting~~ said advertising sequence to the user.

3. (Currently Amended)The system for immersive advertising as claimed in claim 1 wherein said ~~single frame~~ primary image models comprise video images.

4. (Currently Amended)The system for immersive advertising as claimed in claim 1 ~~wherein said single frame primary image models comprise film images,~~ further comprising a shopping cart which allows purchasing of items, at least a plurality of said fill items represent items for sale, and wherein said graphical user interface further comprises automatically adding items corresponding to all of the selected fill items that are currently being displayed, to said shopping cart.

5. (Currently Amended)The system for immersive advertising as claimed in claim 1 wherein said ~~single frame~~ primary image models comprise still frame images.

6. (Currently Amended)The system of immersive advertising as claimed in claim 1 wherein said ~~single frame~~ primary image models are computer generated.

7. (Currently Amended)The system of claim 3,4,5, or 6 wherein said ~~single frame~~ primary image models are three dimensional.

8. (Original)The system for immersive advertising-as claimed in claim 1 wherein said plurality of fill images comprise still frame images.

9. (Original)The system for immersive advertising as claimed in claim 1 wherein said plurality of fill images comprise dynamically altered image components of said plurality of single frame primary image models.

10. (Original)The system for immersive advertising as claimed in claim 1 wherein the fill images are images of products for advertising.

11. (Original)The system for immersive advertising as claimed in claim 10, wherein the graphical user interface is further capable of enabling a user to view the product from a plurality

of perspectives in real time.

12. (Currently Amended)A system for immersive advertising on a wide area network comprising:

a graphical user interface;

a memory for storing an advertising sequence, said sequence comprising a plurality of ~~single-frame~~ primary image models which each have places in the image models that allow other images to be placed therein;

an image database, said database comprising a plurality of fill images, at least a plurality of said fill images representing items for sale that are associated with said image models;

an application server in electronic communication with each of said user interface, said memory, and said image database;

a logic program which enables user interaction with said system ; and

a presentation web page for displaying said advertising sequence to the user, wherein said logic programs allows said user [[may]] to select fill images to be displayed within and as part of said ~~single-frame~~ primary image models.

13. (Currently Amended)A system for immersive advertising on a

wide area network as claimed in claim 12 wherein said ~~single frame~~ primary image models comprise video images.

14. (Currently Amended)A system for immersive advertising on a wide area network as claimed in claim 12 wherein said application server further comprises a shopping cart which allows purchasing of items, and wherein at least a plurality of said fill items represent items for sale, and said application server further comprises allowing automatically adding items corresponding to all of the selected fill items that are currently being displayed, to said shopping cart ~~wherein said single frame primary image models comprise film images.~~

15. (Currently Amended)A system for immersive advertising on a wide area network as claimed in claim 12 wherein said ~~single frame~~ primary image models comprise still frame images.

16. (Currently Amended)The system of immersive advertising as claimed in claim 12 wherein said ~~single frame~~ primary image models are computer generated.

17. (Currently Amended)The system of claim 13,14,15, or 16 wherein said ~~single frame~~ primary image models are three

dimensional.

18. (Original)A system for immersive advertising on a wide area network as claimed in claim 12 wherein said plurality of fill images comprise still frame images.

19. (Original)A system for immersive advertising on a wide area network as claimed in claim 12 wherein said plurality of fill images comprise dynamically altered image components of said plurality of single frame primary image models.

20. (Original)A system for immersive advertising on a wide area network as claimed in claim 12 wherein the graphical user interface is capable of enabling a user to view the product from a plurality of perspectives in real time.

21. (Original)A system for immersive advertising on a wide area network as claimed in claim 20 wherein VRML is used to view the product from a plurality of perspectives in real time.

22. (Currently Amended)A method of immersive advertising on a wide area computer network, the method comprising the steps of:
storing an advertising sequence in memory, said advertising

sequence comprising a plurality of ~~single-frame~~ primary image models which are partial images that include locations and places that are filled in within the image models and a plurality of fill images configurable within said primary image models and wherein said fill images are selected to fill in said locations and places within the image models, and wherein at least a plurality of said fill images represent items for sale that are associated with said image models;

displaying a selected primary image model and a plural selected fill images on [[providing]] a graphical user interface;

[[providing]] using a logic program in communication with the graphical user interface, ~~said logic program capable of configuring~~ to select fill images and to use only selected said fill images within said primary image models; ~~allowing a remote user to selectively configure said fill images within said primary image models using said user interface;~~

customizing, using the logic program, said advertising sequence based upon the user's selective configuration; and

displaying said advertising sequence on a presentation web page.

23. (Currently Amended)The method of immersive advertising on a

wide area computer network as claimed in claim 22 further comprising forming a shopping cart which allows purchasing of items, and automatically adding items corresponding to all of the selected fill items that are displayed as part of said displaying, to said shopping cart ~~the step of providing a plurality of perspective views of said primary image model.~~

24. (Original)The method of immersive advertising on a wide area computer network as claimed in claim 22 further comprising the step of allowing the user to reconfigure the advertising sequence.

25. (Original)The method of immersive advertising on a wide area computer network as claimed in claim 22 further comprising the step of allowing the user to pause the advertising sequence.

26. (Original)The method of immersive advertising on a wide area computer network as claimed in claim 25 further comprising the step of providing a description of products and services displayed in the advertising sequence.

27. (Original)The method of immersive advertising on a wide area computer network as claimed in claim 22 further comprising the

step of allowing the user to decrease the time elapsed between the frames of an advertising sequence.

28. (Currently Amended) A method of immersive advertising on a wide area computer network comprising the steps of:

receiving, using a computer, a request from a remote user to view a first product;

using said advertising sequence to access comprising a plurality of primary image models which are partial images that include locations and places that are filled in within the image models and a plurality of fill images configurable within said primary image models which are selected to fill in said locations and places within the image models, and wherein at least a plurality of said fill images representing items for sale that are associated with said image models;

displaying a selected primary image model and a plural selected fill images to deliver [[delivering]], using a computer, an interactive multi-media presentation to the user's computer, said multi-media presentation comprising a plurality of images of said first product in use via said fill images;

[[providing]] using a graphical user interface (GUI) for use by the remote user, said GUI comprising controls to modify the multi-media presentation ;

receiving, using a computer, an instruction from the remote user to modify the multi-media presentation ; and modifying, using a computer, the multi-media presentation in real-time to comply with the remote user's instruction; and

automatically adding each of the fill items which are currently being viewed at places within the image model to a shopping cart as part of a purchase to be made; and

allowing checkout and purchase of each of the fill items in said shopping cart.

29. (Original)The method of claim 28, wherein the remote user's instruction is to modify a specification of the first product.

30. (Original)The method of claim 28, wherein the remote user's instruction is to remove the first product from the presentation and to insert a different product into the presentation.

31. (Original)The method of claim 28, wherein the remote user's instruction is to modify the perspective of the presentation, so that the first product can be viewed in real-time from a different perspective.

32. (Original)The method of claim 28, wherein the remote user's

instruction is to view the presentation from a plurality of perspectives, simultaneously.

33. (Original)The method of claim 28, wherein the remote user's instruction is to speed up the presentation.

34. (Original)The method of claim 28, wherein the remote user's instruction is to pause the presentation.

35. (Original)The method of claim 28, wherein the remote user's instruction is to slow down the presentation.

36. (Original)The method of claim 28, wherein the remote user's instruction is to view the first product in combination with a second complementary product, wherein the second complementary product is a component of the first product.

37. (Original)The method of claim 36, wherein the remote user's instruction is to replace the second complementary product with a third complementary product, wherein the third complementary product is a component of the first product.

38. (Original)The method of claim 28, wherein the multi-media

presentation comprises computer generated images.

39. (Original)The method of claim 38, wherein the multi-media presentation is a film clip.

40. (Original)The method of claim 38, wherein the multi-media presentation is a video clip.

41. (Original)The method of claim 38, wherein the multi-media presentation is a sequence of photographs.

42. (Original)The method of claim 28, wherein the multi-media presentation comprises a three dimensional virtual environment.

43. (Original) The method of claim 42, wherein the graphical user interface is capable of enabling the user to navigate through the three dimensional virtual environment, to view said first product from a plurality of perspectives, and to control the use of said product in the virtual environment.